



Total Connectivity: From Vision to Reality

Wenchi Chen, President & CEO,
VIA Technologies, Inc

A New Age of Total Connectivity



From Vision to Reality

Total Connectivity

A world in which everyone is connected to the information, entertainment, commerce, and education services that shaping the way we work, communicate, and live.

From Vision to Reality

What is Driving Total Connectivity?

Fixed & Wireless
Broadband



Digital Media



Total
Connectivity



Changing User
Requirements

From Vision to Reality

New Market Environment

Computing



Lifestyle



Productivity



Gaming



Increased Market Segmentation Based
on Specific Customer Requirements

From Vision to Reality

New Market Metrics

Computing



- Price/Performance Centric
- Industry Centric
- Processor Centric

Connecting



- Application/Location Centric
- User Centric
- Platform Centric

From Vision to Reality

New Market Requirements

Computing



Computational Performance

- ✎ System Speed
- ✎ Component Speed
- ✎ Data Throughput
- ✎ Frame Rates

Connecting



Connecting Experience

- ✎ Video
- ✎ Graphics
- ✎ Audio
- ✎ Silent Operation
- ✎ Long Battery Life
- ✎ Easy connectivity to PC and CE devices
- ✎ Small Attractive Form Factors that blend into target environments

Quantitative

Qualitative

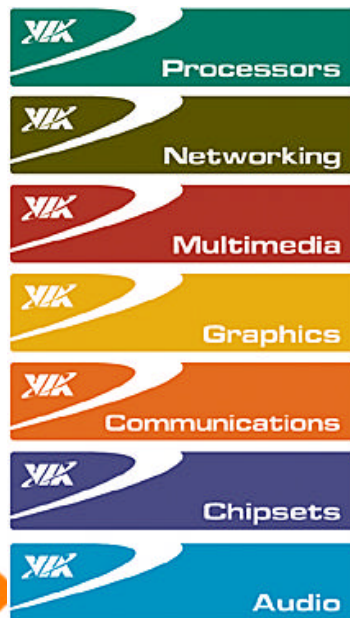
VIA: Driving the Total Connectivity platform

From Vision to Reality



Chipset Company

VTF 2002
VIA Technology Forum



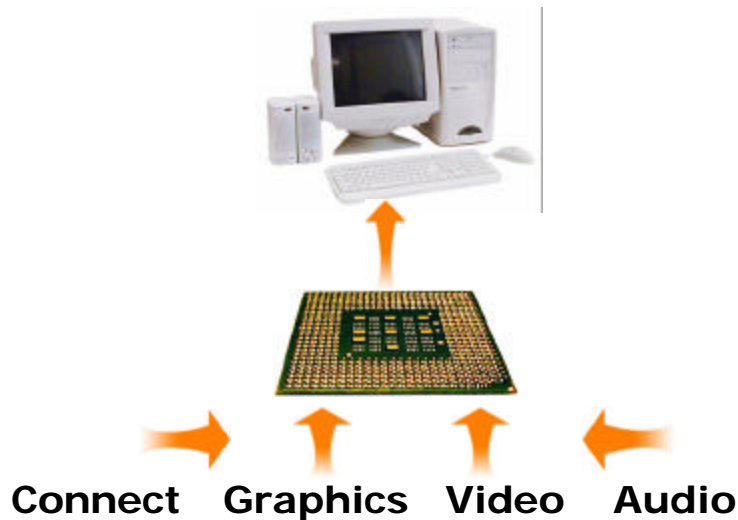
Silicon Solutions
Company



Platform Solutions
Company

VIA Total Connectivity Platform Development Strategy

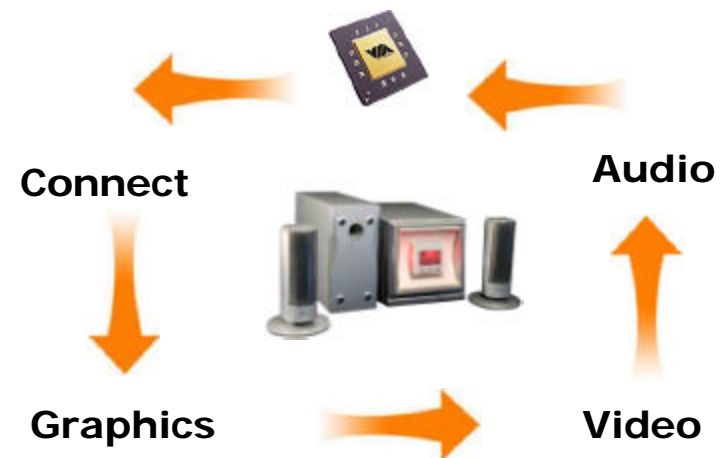
Computing



“Stifling the Platform”

- GHz only measure of performance
- Marginalization of critical media components
- High & Unbalanced System Cost
- Tunnel Vision Innovation
- Defend Existing Markets

Connecting



“Liberating the Platform”

- Multiple media experience metrics
- Unleashing the performance of critical media components
- Low, Balanced System Cost
- Panoramic Platform Innovation
- Create new Market Opportunities

Enabling the Total Connectivity Platform

● Distributed Performance



From Vision to Reality



Distributed Performance

□ **P4X600**

- Industry's first dual channel DDR chipset for the Intel® Pentium® 4 processor

□ **KT400**

- First to market support for 333MHz FSB, AGP8X, & USB2.0 on the AMD Socket A platform



Enabling the Total Connectivity Platform

● **Distributed Performance**

Low Power



From Vision to Reality



Low Power

□ Wyse Winterm9450



From Vision to Reality

Enabling the Total Connectivity Platform

Pervasive Innovation

Distributed Performance

Low Power



From Vision to Reality

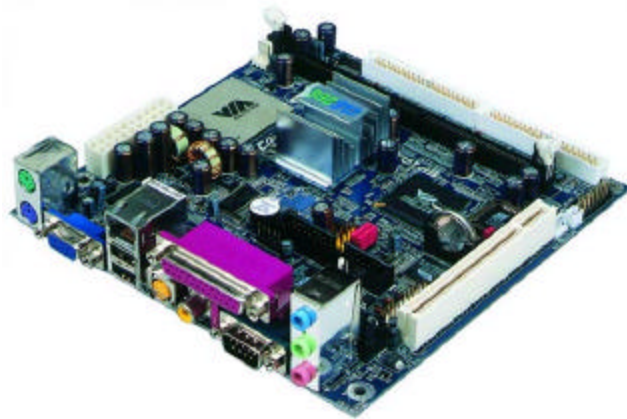
Pervasive Innovation

- **EPIA M Motherboard**

- Smallest, most highly integrated digital media platform

- **Hi Fi PC**

- Smallest form factor designed for the living room



CLE266 Performance

Despite giving away 1.167 GHz of processor speed and competing with Geforce4 graphics the CLE266 delivers equivalent performance at a fraction of the cost.

CPU	VIA C3™ 533MHz		Intel® Pentium 4 1.7GHz	
Platform	VIA Apollo CLE266 Reference Board		Intel 845 with Leadtek Geforce 4 MX440	
Vendor	Cyberlink		Cyberlink	
Player	PowerDVD4.0- (DxVA)		PowerDVD4.0- (DxVA)	
Performance	CPU Usage	Frame Rate	CPU Usage	Frame Rate
Windows ME	10—12	29.78	8--25	29.96

DVD Title: The Mind's Eye Max Bit Rate: 10.5 mbps

Enabling the Total Connectivity Platform

Pervasive Innovation

Distributed Performance

Low Power

Industry Partnership



From Vision to Reality

Platinum & Diamond Sponsors

hynix

AMD



Maxtor®



Micron™

Microsoft™

Your ePlatform Partner

ADVANTECH

WYSE
| | | |



ELPIDA



Premium Gold Sponsors

**CREDIT
SUISSE**

**FIRST
BOSTON**

InQuest
Market Research

Morgan Stanley



UBS Warburg



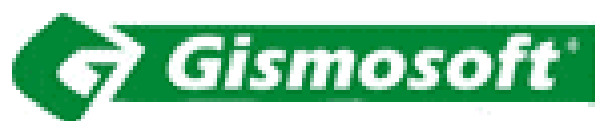
**JON PEDDIE
ASSOCIATES**

Gold Sponsors



From Vision to Reality

Gold Sponsors



From Vision to Reality

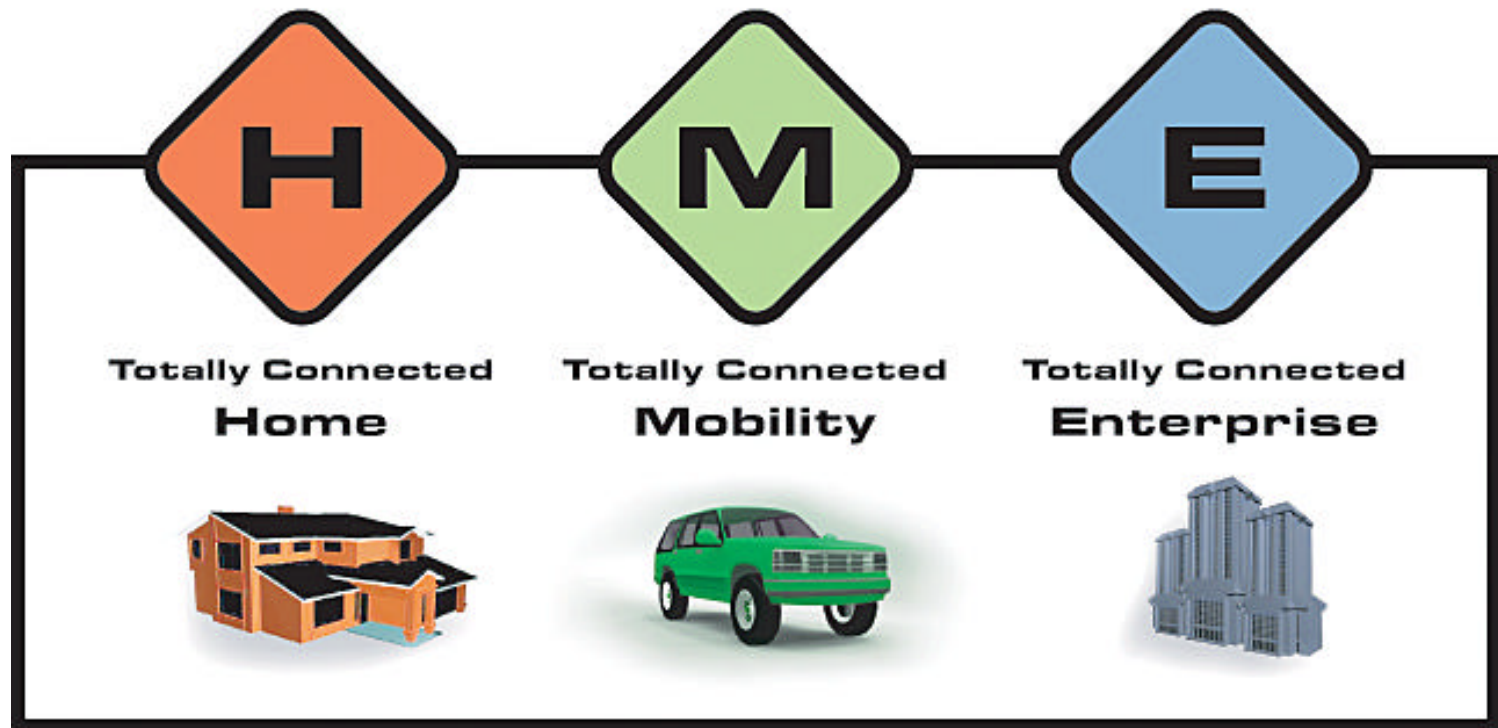
Gold Sponsors



From Vision to Reality



TOTAL CONNECTIVITY



Is Happening Now!



Thank You